

# MAŁOPOLSKA & KRAKÓW

business innovations technologies



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# Małopolska – get to know the region open to your investments



Małopolska is a strong economic centre and - undoubtedly - a perfect place for business development. We can safely say that we are one of the most dynamically developing regions on the economic map of Poland and Central Europe. Our region is open to investments and creates a friendly atmosphere for entrepreneurs and implementation of innovations. This is evidenced by the annual increase in the number of new enterprises, including dynamically developing technology startups. Thanks to the enormous support for entrepreneurship, as well as the optimal use of EU funds and other public funds, Małopolska positively stands out from other voivodships.

The new "Małopolska 2030" Voivodeship Development Strategy and the Regional Innovation Strategy are an asset for everyone expecting specific solutions and competent support from local government and business environment institutions. A unique investment climate of the region is created by an access to qualified staff and modern scientific and research infrastructure, economic security, a wide range of real estate and a high level of quality of life.

Małopolska strengthens its economic potential by creating conditions for the development of priority industries in the region, such as: IT and ICT, chemical, sustainable energy, biotechnology and life science, metal, electrotechnical, and creative industries sectors. Thanks to the dynamic progress of these specializations, we are building our competitive advantage both on the domestic and foreign market.

Ladies and Gentlemen, the strength of our region lies in its enormous economic potential, the development of entrepreneurship and modern technologies, as well as its infrastructure. All these factors make the region an attractive place for investment and business development, increasingly becoming home to Polish and international companies.

Come and see Małopolska!

Witold Kozłowski

Marshal of the Małopolska Region

Visit us and see it!  
[www.businessinmalopolska.pl/en/](http://www.businessinmalopolska.pl/en/)

# WHY MAŁOPOLSKA REGION?

## ...because:



We are one of the leading Polish regions in terms of economic potential and investment attractiveness.



We are one of the most important BIO-Regions of Poland presenting a high potential for life science development and with well-developed medical facilities.



We have high potential for conducting research in energy technologies.



We have very well-developed scientific and R&D base.



We have natural and geothermal resources.



We have good transport accessibility and location at the intersection of international transit routes.



The capital of Małopolska – Kraków – is the best European city for investments of the BPO&SSC sector.



We create international partnerships for business support.



We invest in human capital with a large number of graduates and a high percentage of people with higher education.



We provide high quality of life and numerous tourist and cultural attractions.



We provide public support for investors, for instance through Polish Investment Zone and many business support institutions.



We provide modern infrastructure for personnel training and operation of companies in the ICT sector.



We have appropriate infrastructural equipment for creative industries.



We have wide range of real estate.



In Małopolska you can find unique atmosphere, unique architecture and exceptional people.

We are developing to make Małopolska an attractive place to live, work and spend free time. We are a European region of knowledge and activity with strong universal values, consciously drawing on our heritage and regional tradition. We create an area that offers wide opportunities for the development of people and a modern economy based on innovation and sustainable development.



# We are in the centre of Europe



Małopolska is located in the south-eastern part of Poland, at the crossroads of important communication routes.

Area:

**15 183** km<sup>2</sup>

which is 4.9% of the country's area.

Over **3.4** million inhabitants, which represents

**8.9%** of the Polish population – 4<sup>th</sup> place in the country.

Large market **14 M** people live within a

**120 min** radius from Kraków Airport, representing over

**38%** of the population of Poland.

Kraków – the capital of Małopolska – the 2<sup>nd</sup> largest city in Poland.

The Małopolska Region is formed by

**22** counties and

**182** communes.

**3**

Euroregions that exist in the voivodeship: Euroregion Tatry, Euroregion Beskidy and Euroregion Carpathians.

# Our communication

**Kraków Airport** – the regional airport – the 2<sup>nd</sup> largest airport in Poland which **handles over 8 million of passengers per year.**

Kraków Airport provides connections to the majority of major cities in Western and Central and Eastern Europe. The capacity of the **cargo hall** – nearly **35 tons per day.**

**Katowice Airport** located at the distance of 100 km from Kraków.

**A4 motorway** connecting Germany and Ukraine (Dresden – Legnica – Wrocław – Opole – Gliwice – Katowice – Kraków – Tarnów – Rzeszów – Przemyśl – border crossing: Korczowa) – part of the international road E40.

**North - south** (national road No. 7 that connects the Kraków agglomeration with the Tricity, Warsaw and Kielce agglomerations) – part of the international road E77.

National roads in the region: **969 km.**

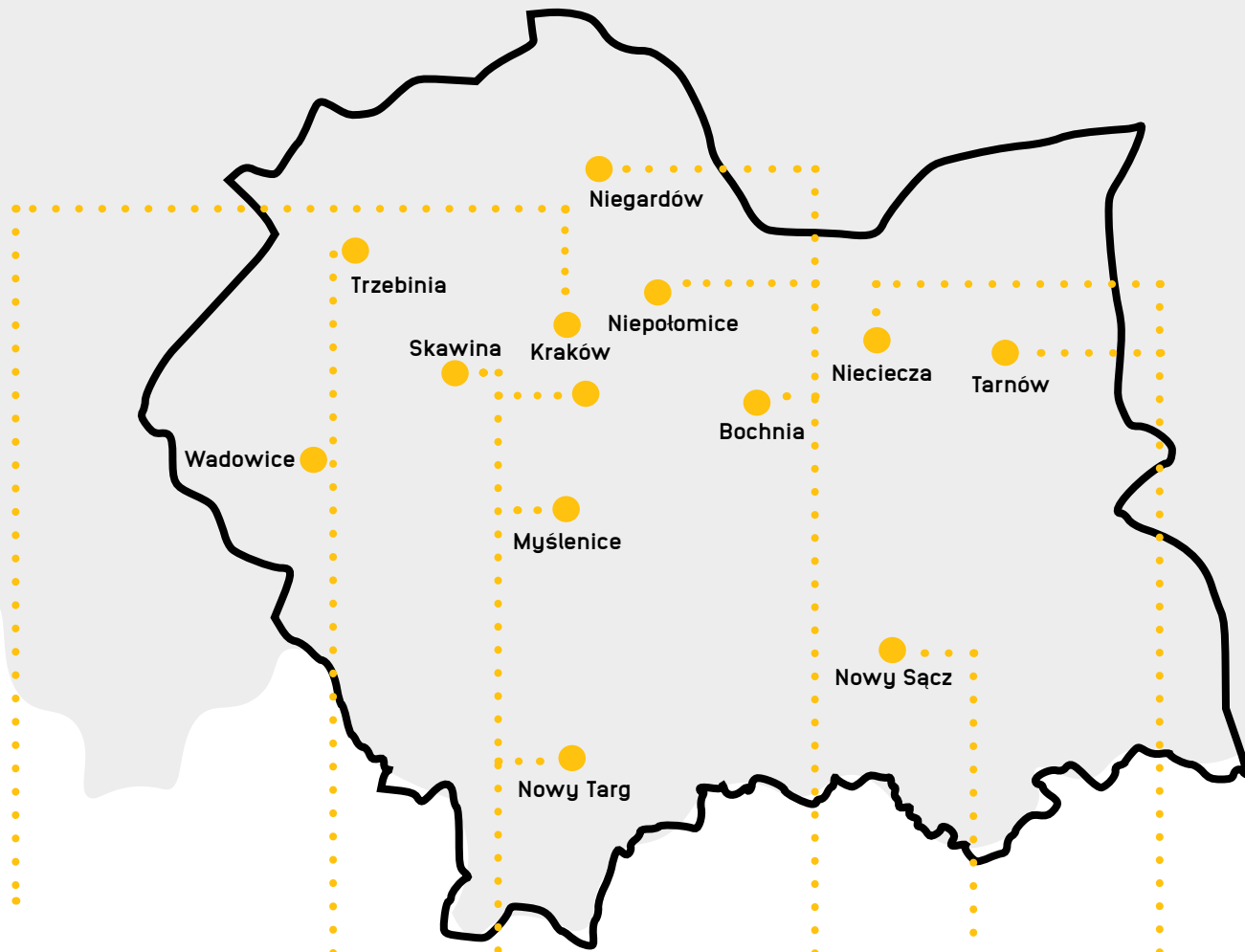
Voivodeship roads in the region: **1 410,7 km.**

**We provide direct rail connections** with all major cities in Poland, as well as with Vienna, Prague, Berlin, Dresden, Frankfurt am Main, Bucharest, Bratislava, Kiev, Lviv, Odessa, and Budapest.



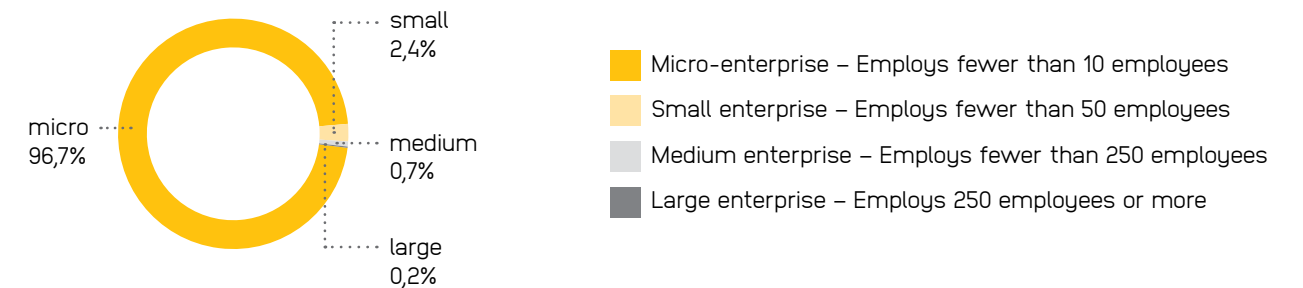
# REGIONAL BRANDS:

# Business activity



- 1 Małopolska is one of the leading Polish regions in terms of economic development. **The region's GDP is 8,1% of national GDP.** The region is ranked **5<sup>th</sup> among Polish regions** in terms of contribution to the national GDP.
- 2 1.47 million professionally active people.
- 3 **Over 455 000 business entities** operating in Małopolska – **the 4<sup>th</sup> place in Poland** – including **nearly 4 000 exporting companies.**
- 4 The most important export products of Małopolska come from the following sectors: electromechanical, automotive and chemical.
- 5 Małopolska's major trading partners: Germany, the Czech Republic, Slovakia, Italy, France and the United Kingdom.
- 6 The average **monthly gross salary** in the enterprises sector – **nearly PLN 7 000.**
- 7 Strong position of Małopolska in the economy of the country.
- 8 Corporate income tax – **CIT 19%.**
- 9 Małopolska in the forefront of the regions dominated by business and entrepreneurship support services.
- 10 **The total sum of inventions** submitted by Małopolska entities and institutions to the Patent Office of the Republic of Poland between 2014 and 2020 reached **2,817**, which represented **9.7%** nationwide.
- 11 **The export of goods and services** from Małopolska reaches over **EUR 10 billion** – **6<sup>th</sup>** position in Poland.

The share of enterprises in Małopolska based on their size

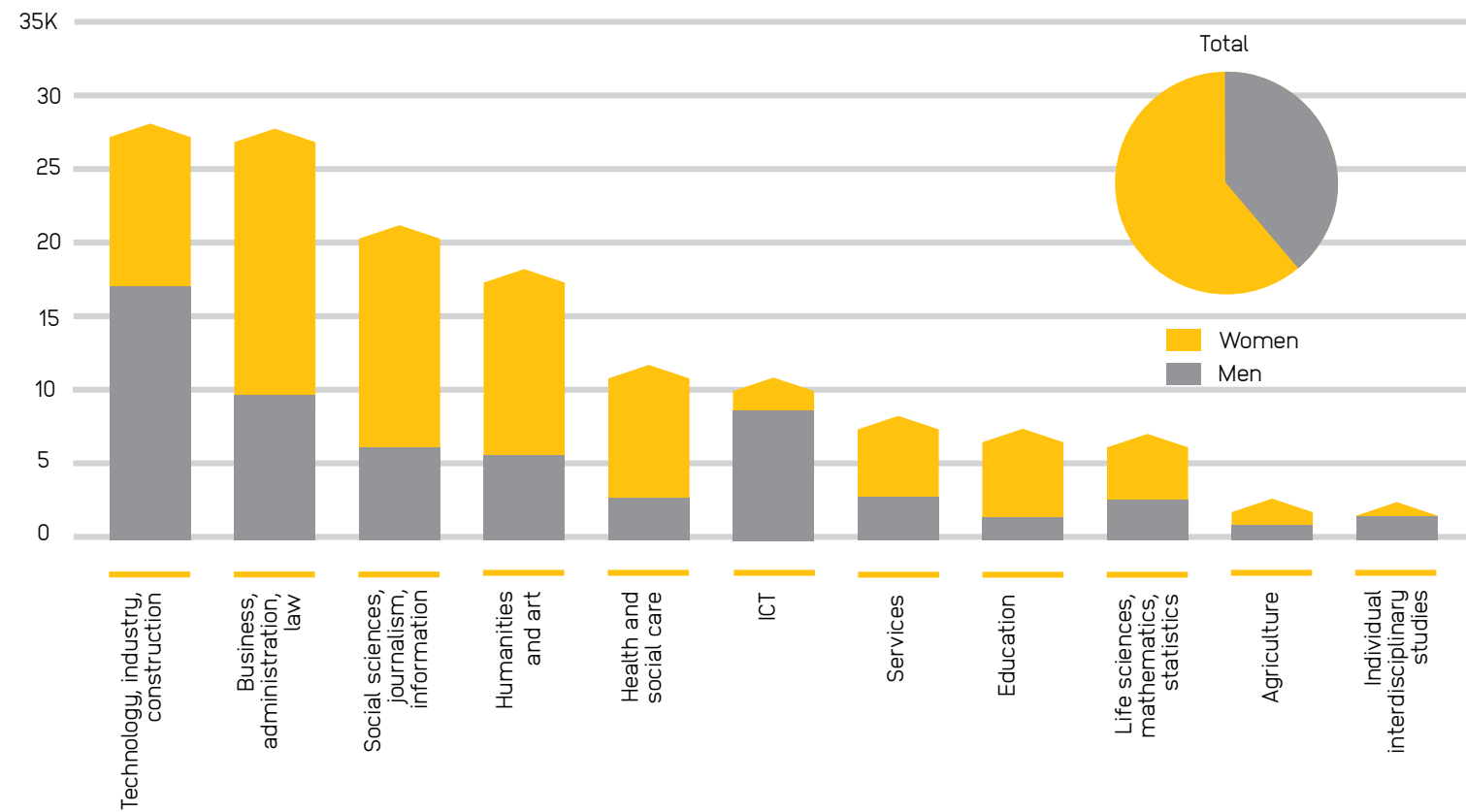






# TOP PROFESSIONALS

Students by major in the academic year 2020/2021



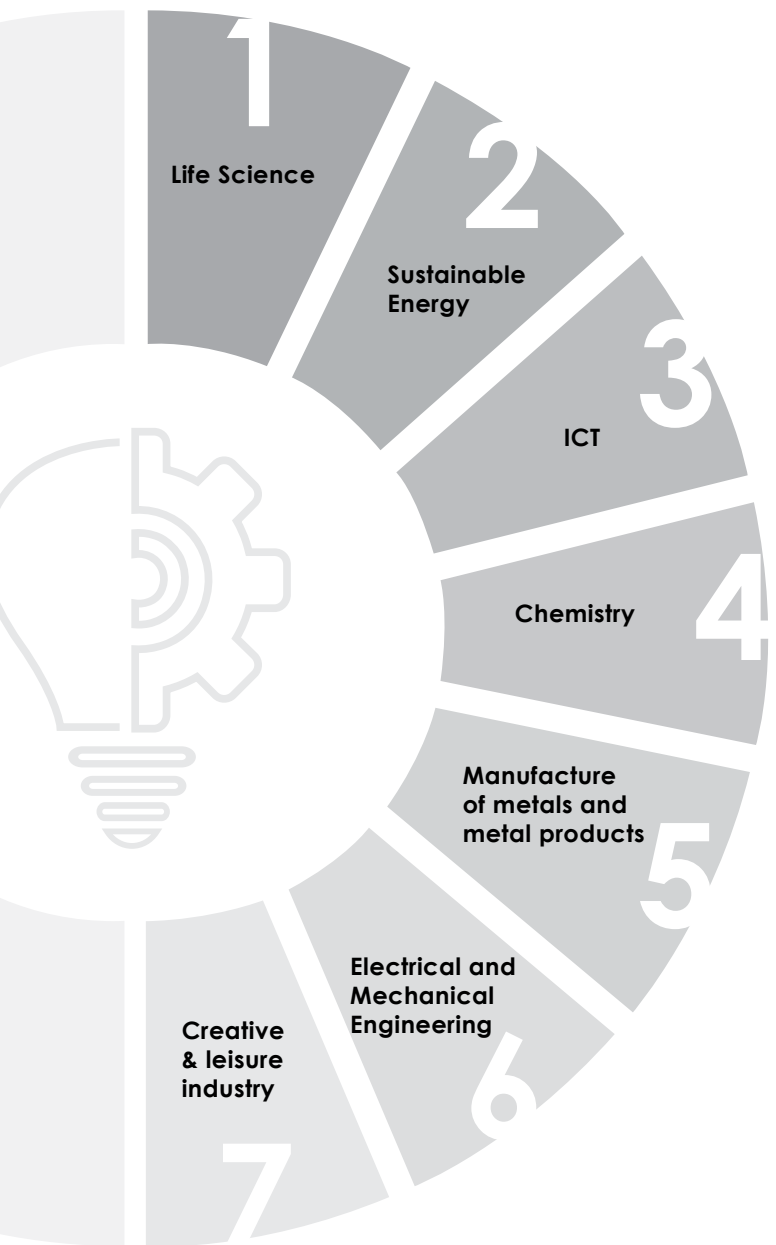
a - Including foreign students  
 b - According to the International Standard Classification of Education ISCED-F 2013

- Małopolska has a high potential for scientific research and higher education – Kraków is the second largest R&D centre in Poland.
- **26 higher education institutions**, including the Jagiellonian University (the oldest university in Poland, founded in 1364), Cracow University of Economics, AGH University of Science and Technology, Cracow University of Technology and Pedagogical University of Cracow.
- Over **144 000 students** and **37 000 graduates**.
- **Financial outlays on R&D** rank the region as **the 2<sup>nd</sup> in the country**.
- **45 innovation and entrepreneurship support centres** – 5<sup>th</sup> place in the country.





# Małopolska Smart Specializations



- They set strategic directions for the development of the region.
- They use the region's unique resources, connecting various industries with each other.
- They have the largest share in generating GDP in the region and provide the most workplaces.
- They allow businesses to access additional sources of finance.
- The funds are accumulated to research and innovation within the scope of specialization.



## Life science



The **LifeScience Cluster** and the **Jagiellonian Center of Innovation** among the business environment institutions that direct their offer to the players representing the life sciences sector.



There are 107 research laboratories accredited by PCA in Małopolska, which is the fifth result in the country. Entities from Małopolska are involved in 40 out of 70 projects included in the Polish Roadmap of Research Infrastructure.



**Biotechnological companies** – Selvita, Teva Operations Poland, Ryvu Therapeutics, BioCentrum, Bielenda Natural Cosmetics, Farmona, Pharmaceutical Laboratory COEL, Amara, LuxMed, Inovamed.



**Medical Technology Transfer Center Technology Park Ltd. (CTMPT)** was created in Małopolska in order to commercialize the results of scientific and research works carried out in scientific institutions and research and development units, as well as to support innovation and cooperation with industry, especially in the medical and pharmaceutical industries.



**The Center of Biotechnology in Małopolska** coordinates cooperation between science and business as well as research in the areas of biotechnology, food safety, nutrigenomics, and other related fields.



**11**  
research centres  
in Małopolska  
associated with  
life sciences.  
Over  
**15 000**  
entities operating  
in the industry.





# Sustainable energy

Almost **500** entities operating in the field of balanced energy, of which over **59%** are located in Kraków.

The Małopolska Region offers **financial support from European funds.**

Implementation of the **HYDROGEN pilot project as part of the Vanguard Initiative.**

Business environment institutions offering support to the entities operating in the sector include the **Information Technology in Construction BIMklaster Cluster, South Poland Cleantech Cluster, Waste Management and Recycling Cluster.**

**Department of Sustainable Energy Development of the AGH University of Science and Technology and the Mineral and Energy Economy Research Institute of the Polish Academy of Sciences** – leading research centres in the sector.





# Information and Communication Technologies (ICT)

- Over **14 000** entities operating in the information technology and communication sector, including multimedia, including Epam System, Motorola Solutions, Itekna, Dream Lab.
- **3** national higher education institutions conducting research related to the ICT sector – AGH University of Science and Technology, Cracow University of Technology and Jagiellonian University.
- **38** business environment institutions offering their services to the entities operating in the ICT industry, including for example: Kraków Technology Park Ltd., Academic Computer Centre CYFRONET AGH, Cluster IoT – Internet of Things.
- **Kraków** was listed as one of the **9** most attractive cities in the world and ranked first among European agglomerations for investments in the BPO&SSC sector – **TOP 100 Outsourcing Destinations Ranking**.
- In the **Tholons Global Innovation Index 2021** ranking, Kraków strengthened its position in the **TOP 100 Super Cities**, being ranked **20<sup>th</sup>**.

- Thanks to the high qualifications of employees and relatively competitive salaries, Kraków gives foreign companies a huge potential to quickly expand IT teams.
- **The largest conference in this part of Europe** devoted to the video game industry, **Digital Dragons**, is organized in Kraków and is visited by nearly 2 000 people every year.
- **The business service centers operating in Małopolska** – Comarch, Cisco, Google, Shell, Capgemini, UBS, HSBC, Saber, Luxoft, Electrolux, Philip Morris International, Hitachi Data Systems, IBM BTO, State Street, Lufthansa Global Business Services and Delphi.

# Chemistry



The chemical industry is an important economy branch in Małopolska – over **2 300** entities operating in the chemical industry.



**14** research units associated with chemistry, for example Cracow University of Technology, Jagiellonian University, University of Agriculture, AGH University of Science and Technology, as well as the Oil and Gas Institute.



Among the business environment institutions offering services directly for the entities involved in the field of chemistry, we may list the **Tarnów Industrial Cluster**, **Polish Cluster of Composite Technologies** and the **Polish Association of the Oil and Gas Industry Engineers and Technicians**, **Jerzy Haber Institute of Catalysis and Surface Chemistry** Polish Academy of Sciences.



**The largest regional chemistry industry companies:** Grupa Azoty, Synthos, Krakchemia, Chemical Company Alventa, Trzebinia Refinery and Novatek Polska.

Over  
**14 000**

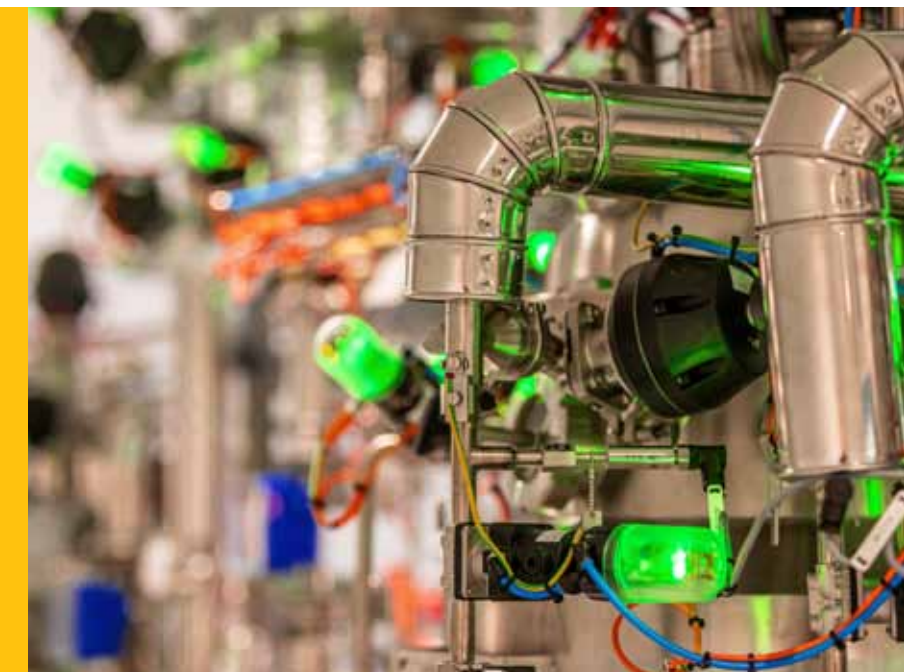
entities operating in the information technology and communication sector.

**1<sup>st</sup>**

place among European agglomerations in terms of investments in the BPO & SSC sector.

Over  
**2 300**  
entities operating in the chemical industry.

**14**  
research units associated with chemistry.



# Manufacturing of metals and metal products

The industry has a **major impact on the export of Małopolska** – precious metals, common metals as well as their products belong to the most important export commodities.

The share of export of Małopolska in the sector of common metals and their products is **18,1%**.

Over **2 300** business entities operating in the industry, including: Alumetal S.A., Tele-Fonika Kable S.A., Grupa Kęty S.A., Stalprodukt S.A., Grupa Polska Stal S.A. and ArcelorMittal Poland S.A.

**8** scientific and research centres associated with the production of metals and metal products and the manufacture of non-metallic mineral products, including Polish Foundrymen's Association, INNOAGH, INTECH PK, AGH University of Science and Technology and Cracow University of Technology.

**17** business environment institutions operating in the industry, including for example the Foundry Research Institute in Kraków, Łukasiewicz – Cracow Technological Institute.

# Electrical and mechanical engineering



The products of that industry remain the pillars of the Małopolska export.

Over **5 000** business entities operating in the sector.

**7** research and scientific centres offering their services for the entrepreneurs operating in the industry among others – Cracow University of Technology, AGH University of Science and Technology, University of Agriculture, Mineral and Energy Economy Research Institute of the Polish Academy of Sciences and Zakłady Mechaniczne "Tarnów" S.A.

The share of the Małopolska export in the sector amounts to **4,7%**.



8

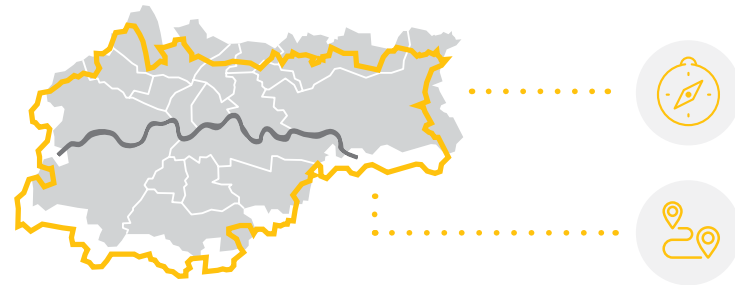
scientific and research centres related to the production of metals and metal products.

17

business environment institutions operating in the industry.



# Creative and leisure industry



- Małopolska has a huge potential in terms of cultural heritage resources, which make the region unique and attractive, making it a special place on the cultural map of the country.
- **14** monuments in Małopolska are inscribed on the UNESCO World Heritage List.
- Kraków – European Capital of Culture and the UNESCO’s City of Literature.
- Kraków by night - Night of Scientists, Night of Museums, Jazz Night, Poetry Night, Music Night.
- Kraków – city of festivals - Conrad Festival, Jewish Culture Festival, Film Music Festival.
- Film Kraków – Kraków Film Festival - one of the most important film events in Europe, OffCamera, Silent Film Festival.
- Kraków – a creative city – numerous exhibitions and art galleries, including MOCAK, Cricoteka, and The Małopolska Garden of Art.
- Over **54 000** business entities operating within the creative industry and leisure industry.
- The Lesser Poland Voivodeship ranks **second** in Poland, after the Mazowieckie Voivodeship, in terms of the number of institutions operating in the field of culture.

- **24** research and scientific units associated with the sector.
- The total sum of utility models submitted by Małopolska entities and institutions to the Patent Office of the Republic of Poland in 2014–2020 reached **698**, which represented **10.7%** nationwide. Every tenth utility model, submitted in Poland in 2014–2020, came from the Lesser Poland Voivodeship.
- **27** business environment institutions providing support for entrepreneurs operating in the industry Cracow Film Cluster, Cracow Gastronomic Cluster.
- Krakow is the only Polish city to be among the most popular European travel destinations according to the Travellers' Choice 2022 ranking organized by TripAdvisor, one of the largest travel websites.
- The Małopolska Centre for Creativity and Design and the Forum Foundation serve for building the innovation ecosystem in Małopolska using design tools. They are also responsible for promoting culture as a catalyst of creativity, as well as coordinate all initiatives aimed at developing the design sector as an effective tool for innovation.
- In Małopolska, there are as many as **5** out of **15** Golden Pins awarded to Poland, which are used to distinguish the best attractions on Google maps.

## 24

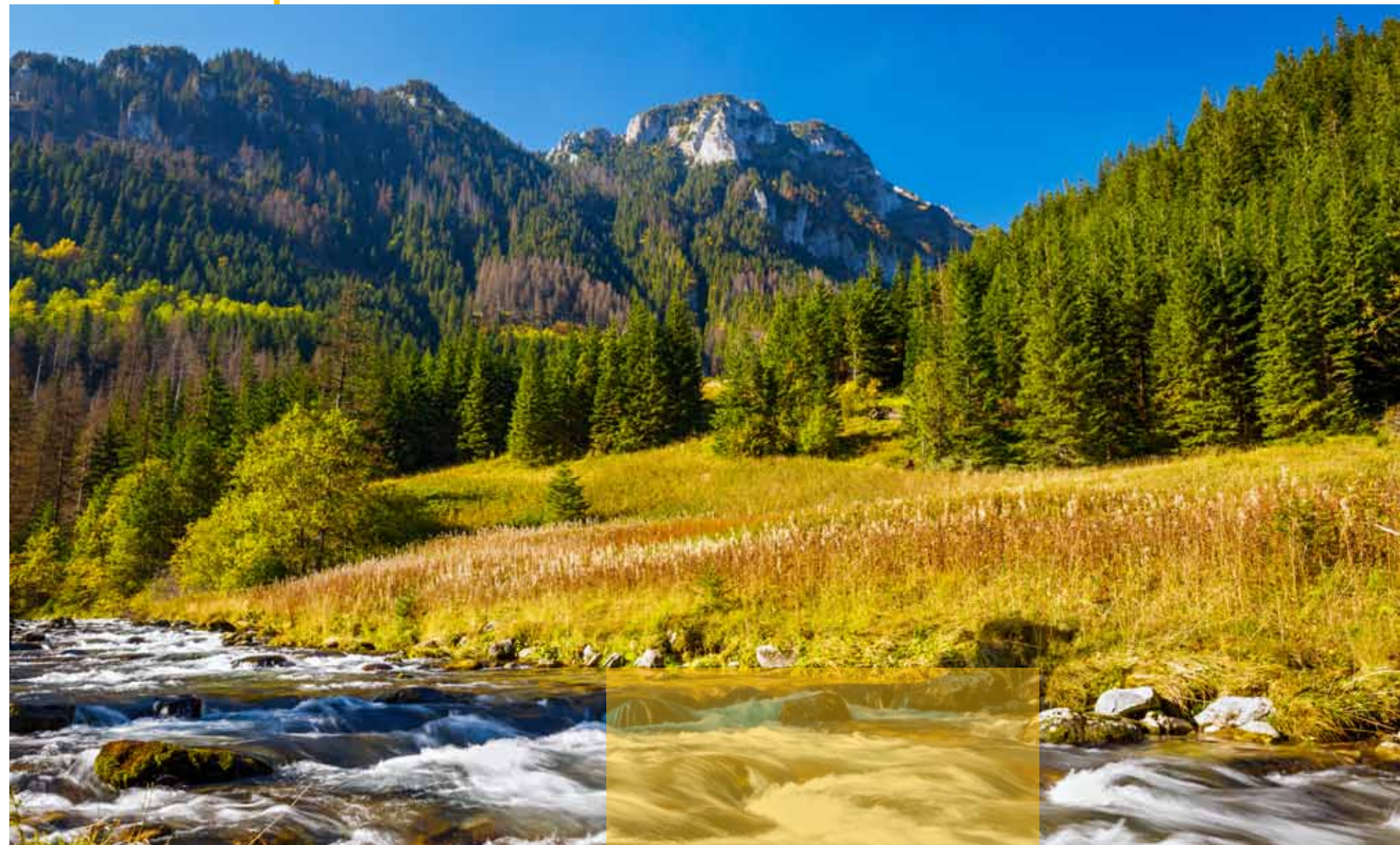
research and scientific units related to the sector.

## 10<sup>th</sup>

place for Kraków in the ranking of global tourist destinations.

## 14

monuments in Małopolska are inscribed on the UNESCO World Heritage List.





# Investment attractiveness

- For years, **Małopolska** has placed itself **on the top of the national rankings** evaluating the investment attractiveness of a given area.
  - **Direct foreign investments** implemented in the region **in the years 1989–2016** exceeded **USD 23.2 billion**. In 2017, foreign investment reached the value of **USD 1,343.3 million**.
  - **Kraków ranks 20th in the prestigious Tholons Services Globalization City Index 2021 for the most attractive city in the world for international business services.**
- In the Lesser Poland Voivodeship there are mineral deposits which can be classified into five main groups. These are: energy raw materials, chemical raw materials along with iodine-bromine brines, non-ferrous metal ores, rock raw materials, healing and thermal waters and brines.
- The favorable location of Małopolska makes it a region with great warehouse potential. There are **17 warehouse parks** in Kraków and its vicinity. At the end of 2021, the **total warehouse space** in the Krakow market amounted to over **689 000 m<sup>2</sup>** – 10<sup>th</sup> place in the country.

- Kraków **ranks 2<sup>nd</sup>** in the Forbes ranking in the „Business-Friendly City” category.
  - Kraków is **ranked 2<sup>nd</sup>** after Warsaw – the capital of Poland – as **the largest office market in the country** – the total area of modern office space in Kraków reaches 1.66 million m<sup>2</sup>.
- In the European Cities and Regions of the Future 2022/2023 ranking, Kraków took first place in the category of large cities for business friendliness and second in the category of human capital and lifestyle, prepared by the prestigious publishing house – fDi Magazine.
- **Every year, the number of new entrepreneurs** in the voivodeship **grows by around 10,000**. Among them, we can find dynamically developing technology start-ups. Global corporations have invested in Małopolska, e.g. Google, Cisco, Motorola, Shell, Rolls Royce, Philip Morris, Lufthansa, Delphi, R.R. Donnelley, Coca-Cola, Heineken, MAN Trucks.



**23,2**

billion USD direct foreign investments implemented in the region in the years 1989-2016.

**10 000**

the number of new entrepreneurs each year.

**689 000 m<sup>2</sup>**

the total warehouse space in the Krakow market.



# Polish Investment Zone

The Polish Investment Zone (PIZ) is a government support program that allows companies undertaking new investments to obtain tax exemptions. Kraków Technology Park is the operator of the PIZ program in the Lesser Poland Voivodeship and the Jędrzejowski Powiat (Świętokrzyskie Voivodeship). Aid can be obtained regardless of the form of business activity, the size of the company, and the country of origin of the capital. Eligible entrepreneurs are the ones who want to:

- create a new plant
- increase the production capacity of their plant
- introduce new products
- change the production process

see more: [www.kpt.krakow.pl/en/](http://www.kpt.krakow.pl/en/)



# Economic activity zones

Interactive map of investment areas in Małopolska:  
[www.businessinmalopolska.pl/en/](http://www.businessinmalopolska.pl/en/)

**Economic Activity Zones** are separate and comprehensively prepared areas for investments, that meet the needs of potential investors, usually created by local governments.

### The benefits of investing in The Economic Activity Zones:

- well-prepared investment sites with complete and modern infrastructure making it possible to start
- a business according to the relevant development plan
- separated parcels of land with the area optimized for the purpose of construction of industrial plants
- support of local councils in the implementation of investments (appointed careers, investor support teams)
- state aid in the form of exemption from property tax





# High quality of life

Małopolska is one of the most interesting regions in Poland which offers a wide range of cultural and tourist attractions.

Kraków is one of the famous historical cities, visited annually by over 14 M visitors, and this number is growing every year.

Małopolska is the region with the largest number of monuments in Poland, the birthplace of Polish culture and cherished traditions.

The cultural life of the region takes place among many ancient monasteries, churches, museums, manor complexes, palaces, gardens, towns with characteristic buildings and monuments of folk art.

More than a half of the Małopolska area has been recognized as nature protection area – **6 national parks, 11 landscape parks, 10 protected landscape areas** and **85 nature reserves**. Two areas – **Babia Góra** and **Tatra National Park** – are UNESCO biosphere reserves. These are unique places in the world, with unique natural beauty.

**14 historical sites of Małopolska** have been inscribed on the **UNESCO World Heritage List**.

Małopolska is also a mountainous region: **Tatra Mountains** with the capital in **Zakopane**, **Gorce Mountains**, **Beskidy Mountains** and limestone mountain range of **Pieniny** with their main tourist attraction – **rafting on the Dunajec River**.

In Małopolska, almost **900 kilometers of bicycle infrastructure** of a very good standard are currently available, mainly creating **VeloMałopolska** routes and routes such as: the Polish section of the **Trail Around the Tatra Mountains**, the route around **the Czorsztyn Lake** or **VeloKrynica**.

# Business in Małopolska Centre

In order to harmonize the activities in the field of economic promotion and standardization of services for investors and support for enterprises in Małopolska in export in 2009, the **Business in Małopolska Centre** has been established.

Partner institutions operating within the scope of this unique in the country initiative: the Małopolska Region, Małopolska Agency of Regional Development and Kraków Technology Park Ltd. carry out the tasks aimed at attracting new foreign investment and supporting the expansion of Małopolska enterprises to foreign markets.

**The most important tasks of Business in Małopolska Centre include:**

- maintaining database of investment offers in Małopolska
- development of investment offers,
- enabling contact between Małopolska and foreign companies

- development and distribution of information on the region's economy
- international promotion of the economic potential of Małopolska
- territorial marketing
- cooperation with local government units, business support institutions and the scientific, sector for the economic development of Małopolska
- promotion of innovative investments

Business in Małopolska Centre also prepares current analyses of regional labour market, real estate market, BPO and modern technologies sector, as well as research and development industry. The Centre is the regional partner of Polish Information and Foreign Investment Agency, using international network of institutional contacts and business partners.



## 2009

year of establishment of the Business in Małopolska Center.







# Let's do business together!



- **Business in Małopolska Centre**  
ul. Podole 60, 30-394 Kraków  
contact@businessinmalopolska.com  
www.businessinmalopolska.pl

- **Marshal Office of Małopolska Region,  
Department of Ownership Supervision  
and Economy:** ul. Ractawicka 56, 30-017  
Kraków; phone: +48 12 63 03 444

- **Małopolska Regional Development Agency:** [www.marr.pl](http://www.marr.pl)
- **Western Małopolska Development Agency:** [www.armz.pl](http://www.armz.pl)
- **Nowy Sacz Regional Development Agency:** [www.sarr.com.pl](http://www.sarr.com.pl)
- **Tarnow Regional Development Agency:** [www.tarr.tarnow.pl](http://www.tarr.tarnow.pl)
- **Tarnow Centre of Entrepreneurship:** [www.tarnow.pl](http://www.tarnow.pl)
- **Krakow Technology Park:** [www.kpt.krakow.pl](http://www.kpt.krakow.pl)
- **Krakow Chamber of Commerce and Industry:** [www.iph.krakow.pl](http://www.iph.krakow.pl)
- **Chamber of Commerce and Industry in Tarnow:** [www.chamber-tarnow.com.pl](http://www.chamber-tarnow.com.pl)
- **Chamber of Commerce in Chrzanow:** [www.chrzanowskaizba.pl](http://www.chrzanowskaizba.pl)
- **Jurajska Chamber of Commerce:** [www.jig.krakow.pl](http://www.jig.krakow.pl)
- **Chamber of Commerce in Nowy Sacz:** [www.sig.org.pl](http://www.sig.org.pl)

The photos in the economic catalogue come from the archives of the Marshal's Office of the Małopolska Region.

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